

Location Report



| Created: Sep 10 2025 11:09AM in 2 seconds |

...: PUB SEGMENTATION ...

Site: Cock & Magpie, OL12 8BJ

A Neighbourhood Mainstream pub is typically located in established neighbourhoods where there is a strong community focus. Affluence is lower than in other areas and tastes tend to be focussed on well known standard brands. There are young families and other young people, although many of these young people will head to nearby towns for their major occasions and use the pub for their down-tempo occasions. Food would be more simple in offering and traditional pub games will play a part in the atmosphere of the pub.

Variable	Target Value
Best Fit Segmentation	Neighbourhood Mainstream
How close it the Best Fit	0.91
Second Best Fit Segmentation	Neighbourhood All Rounder
How close it the Second Best Fit	0.83
Third Best Fit Segmentation	Premium Neighbourhood
How close it the Third Best Fit	0.43

Typical Consumer Profiles



GROUP 1: CONFIDENT CONFORMISTS

Fairly comfortably off, they follow trends and regularly eat and drink out, mainly in pub restaurants with a glass of wine.



GROUP 3: MAINSTREAM MINDED

Social media users to whom going out means drinking in the most popular places. However they tend to save it for the weekend with a more health focused-mind during the week.



GROUP 6: FAMILY PIT STOPPERS

They've normally got the kids with them so look for a quality, quick bite while they're out and about.













GROUP 7: TRENDING TASTEMAKERS

Busy, but always make time for eating and drinking out. They're first to visit the latest trendy place and tell you about it on social media.











...: MATCH CONSUMER SEGMENTATION ...

Site: **Cock & Magpie, OL12 8BJ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	294	16.05%	9,583,035	15.35%	104.58%	
C02. Comfortable Sceptics	236	12.88%	8,713,823	13.95%	92.32%	
C03. Mainstream Minded	205	11.19%	6,388,194	10.23%	109.39%	
C04. Cost-Conscious Champions	301	16.43%	7,857,998	12.58%	130.57%	
C05. Carefree Dolce Vitas	122	6.66%	4,527,939	7.25%	91.85%	
C06. Family Pit Stoppers	146	7.97%	4,593,126	7.35%	108.36%	
C07. Trending Tastemakers	137	7.48%	5,955,829	9.54%	78.41%	
C08. Steadfast Sippers	155	8.46%	4,164,917	6.67%	126.86%	
C09. Sparkling Socialisers	155	8.46%	4,164,917	6.67%	126.86%	
C10. Business Class Seekers	115	6.28%	5,441,256	8.71%	72.04%	
Total	1,832	100.00%	62,449,686	100.00%	100.00%	











...: MATCH CONSUMER SEGMENTATION ...

Site: **Cock & Magpie, OL12 8BJ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	510	15.77%	9,583,035	15.35%	102.74%	
C02. Comfortable Sceptics	399	12.33%	8,713,823	13.95%	88.39%	
C03. Mainstream Minded	347	10.73%	6,388,194	10.23%	104.86%	
C04. Cost-Conscious Champions	520	16.07%	7,857,998	12.58%	127.75%	
C05. Carefree Dolce Vitas	215	6.65%	4,527,939	7.25%	91.66%	
C06. Family Pit Stoppers	261	8.07%	4,593,126	7.35%	109.70%	
C07. Trending Tastemakers	268	8.28%	5,955,829	9.54%	86.87%	
C08. Steadfast Sippers	263	8.13%	4,164,917	6.67%	121.90%	
C09. Sparkling Socialisers	263	8.13%	4,164,917	6.67%	121.90%	
C10. Business Class Seekers	217	6.71%	5,441,256	8.71%	76.99%	
Total	3,235	100.00%	62,449,686	100.00%	100.00%	











...: MATCH CONSUMER SEGMENTATION ...

Site: **Cock & Magpie, OL12 8BJ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	994	15.40%	9,583,035	15.35%	100.33%	
C02. Comfortable Sceptics	826	12.79%	8,713,823	13.95%	91.69%	
C03. Mainstream Minded	721	11.17%	6,388,194	10.23%	109.18%	
C04. Cost-Conscious Champions	1,109	17.18%	7,857,998	12.58%	136.52%	
C05. Carefree Dolce Vitas	442	6.85%	4,527,939	7.25%	94.43%	
C06. Family Pit Stoppers	556	8.61%	4,593,126	7.35%	117.09%	
C07. Trending Tastemakers	495	7.67%	5,955,829	9.54%	80.40%	
C08. Steadfast Sippers	464	7.19%	4,164,917	6.67%	107.77%	
C09. Sparkling Socialisers	464	7.19%	4,164,917	6.67%	107.77%	
C10. Business Class Seekers	421	6.52%	5,441,256	8.71%	74.84%	
Total	6,456	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Cock & Magpie, OL12 8BJ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	10,205	15.49%	9,583,035	15.35%	100.93%	
C02. Comfortable Sceptics	7,941	12.05%	8,713,823	13.95%	86.37%	
C03. Mainstream Minded	7,729	11.73%	6,388,194	10.23%	114.67%	
C04. Cost-Conscious Champions	10,047	15.25%	7,857,998	12.58%	121.18%	
C05. Carefree Dolce Vitas	4,418	6.71%	4,527,939	7.25%	92.48%	
C06. Family Pit Stoppers	5,873	8.91%	4,593,126	7.35%	121.19%	
C07. Trending Tastemakers	5,864	8.90%	5,955,829	9.54%	93.32%	
C08. Steadfast Sippers	4,378	6.64%	4,164,917	6.67%	99.63%	
C09. Sparkling Socialisers	4,378	6.64%	4,164,917	6.67%	99.63%	
C10. Business Class Seekers	4,927	7.48%	5,441,256	8.71%	85.82%	
Total	65,889	100.00%	62,449,686	100.00%	100.00%	

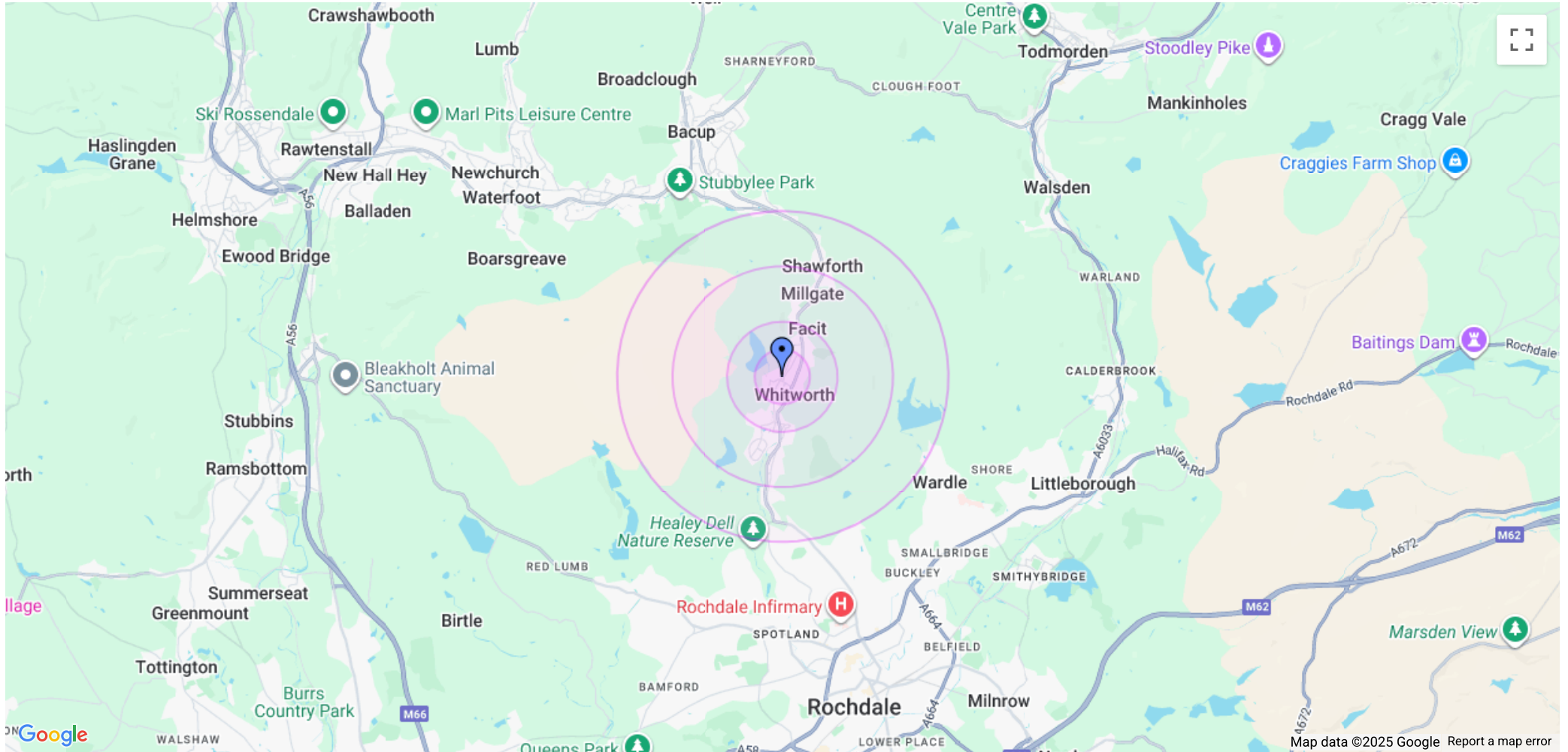
...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 217820 Cock & Magpie, OL12 8BJ | 2025-09-10 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.25	93449	Whitworth Football & Cricket Club	Rawstron Street, Whitworth, ROCHDALE	OL12 8BA	Cricket Club	Independent Free	Unbranded
2	0.41	93464	Whitworth Vale & Healey Band Club	Market Street, Whitworth, ROCHDALE	OL12 8QW	All Other Registered Clubs/Community Halls	Independent Free	Unbranded
3	0.47	217821	Whitworth Civic Hall	Market Street, Whitworth, ROCHDALE	OL12 8DP	All Other Registered Clubs/Community Halls	Independent Free	Unbranded
4	0.55	263318	Ashoka	Market Street, Whitworth, ROCHDALE	OL12 8QN	Indian Restaurant	Independent Free	Unbranded
5	0.55	93461	Sportsman	Market Street, Whitworth, ROCHDALE	OL12 8QN	Community/Wet Led/Local	Unknown	Unbranded
6	0.76	93450	Halfway House	Market Street, Whitworth, ROCHDALE	OL12 8LS	Community/Wet Led/Local	*Other Small Retail Groups	Unbranded
7	0.95	93458	Red Lion	Whitworth Square, Whitworth, ROCHDALE	OL12 8PY	Community/Wet Led/Local	Trust Inns Limited	Unbranded
8	0.99	93457	Workers	Market Street, Whitworth, ROCHDALE	OL12 8PW	Other Registered Working Mens Type Club	Independent Free	Unbranded
9	1.14	93453	Berni Inn	Market Street, Shawforth, ROCHDALE	OL12 8ND	Italian Restaurants	Independent Free	Unbranded
10	1.33	93469	Lobden Golf Club	Lobden, Whitworth, ROCHDALE	OL12 8XJ	Golf Club	Independent Free	Unbranded
11	2.10	93465	Birches Hotel	Market Street, Whitworth, ROCHDALE	OL12 8RU	Community/Wet Led/Local	Independent Free	Unbranded
12	3.04	93411	Oxford Hotel	Whitworth Road, ROCHDALE	OL12 0TB	Dry Led	Star Pubs & Bars	Unbranded
13	3.24	93478	Globe Inn	Ramsden Road, Wardle, ROCHDALE	OL12 9NU	Community/Wet Led/Local	Stonegate Pub Company	Unbranded
14	3.26	217813	Albion	Whitworth Road, ROCHDALE	OL12 0SW	Dry Led	Star Pubs & Bars	Unbranded
15	3.41	93476	Wardle Conservative Club	Ramsden Road, Wardle, ROCHDALE	OL12 9JU	Political (Registered) Club	Independent Free	Unbranded
16	3.51	93477	Hare And Hounds	Ramsden Road, Wardle, ROCHDALE	OL12 9LQ	Community/Wet Led/Local	Independent Free	Unbranded
17	3.62	93418	Healey	Shawclough Road, ROCHDALE	OL12 6LW	Community/Wet Led/Local	Robinsons	Unbranded
18	3.91	93491	Royal Oak	Newchurch Road, Lee Mill, BACUP	OL13 0DH	Community/Wet Led/Local	Independent Free	Unbranded
19	3.98	93417	Talbots Head	Shawclough Road, ROCHDALE	OL12 6LG	Community/Wet Led/Local	Marston's	Unbranded
20	4.13	93500	Farholme	Newchurch Road, Stacksteads, BACUP	OL13 0TS	Community/Wet Led/Local	*Other Small Retail Groups	Unbranded

...: NEAREST COMPETITORS ...














| 20 Nearest Competitors centred on CGAIdent: 217820 Cock & Magpie, OL12 8BJ | 2025-09-10 |

Circles on the map are 500m, 1km, 2km and 3km radii bands



...: POPULATION BY AGE BAND ...

Site: **Cock & Magpie, OL12 8BJ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	143	10.08%	7,192,567	11.72%	86.01%	
Aged 10 to 14	58	4.09%	3,548,969	5.79%	70.70%	
Aged 15 to 17	63	4.44%	2,266,886	3.70%	120.24%	
Aged 18 to 24	108	7.62%	5,771,900	9.41%	80.95%	
Aged 25 to 34	131	9.24%	8,185,472	13.34%	69.24%	
Aged 35 to 44	200	14.10%	8,562,889	13.96%	101.05%	
Aged 45 to 54	227	16.01%	8,485,313	13.83%	115.74%	
Aged 55 to 64	162	11.42%	7,225,032	11.78%	97.01%	
Aged 65 to 75	161	11.35%	5,331,903	8.69%	130.64%	
Aged 75 to 84	124	8.74%	3,416,724	5.57%	157.01%	
Aged 85+	41	2.89%	1,360,040	2.22%	130.42%	
Aged under 18	309	21.79%	16,513,436	26.92%	80.95%	
Adults (Aged 18-64)	828	58.39%	38,230,606	62.32%	93.70%	
Total	1,418	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Cock & Magpie, OL12 8BJ : 1km**

Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	333	10.79%	7,192,567	11.72%	92.04%	■
Aged 10 to 14	158	5.12%	3,548,969	5.79%	88.50%	■
Aged 15 to 17	123	3.99%	2,266,886	3.70%	107.86%	■
Aged 18 to 24	264	8.55%	5,771,900	9.41%	90.93%	■
Aged 25 to 34	321	10.40%	8,185,472	13.34%	77.96%	■
Aged 35 to 44	438	14.19%	8,562,889	13.96%	101.68%	■
Aged 45 to 54	487	15.78%	8,485,313	13.83%	114.09%	■
Aged 55 to 64	360	11.67%	7,225,032	11.78%	99.05%	■
Aged 65 to 75	324	10.50%	5,331,903	8.69%	120.80%	■
Aged 75 to 84	209	6.77%	3,416,724	5.57%	121.60%	■
Aged 85+	69	2.24%	1,360,040	2.22%	100.86%	■
Aged under 18	755	24.47%	16,513,436	26.92%	90.89%	■
Adults (Aged 18-64)	1,870	60.60%	38,230,606	62.32%	97.24%	■
Total	3,086	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Cock & Magpie, OL12 8BJ : 2km**














Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	741	11.70%	7,192,567	11.72%	99.81%	■
Aged 10 to 14	383	6.05%	3,548,969	5.79%	104.56%	■
Aged 15 to 17	262	4.14%	2,266,886	3.70%	111.98%	■
Aged 18 to 24	548	8.65%	5,771,900	9.41%	91.99%	■
Aged 25 to 34	649	10.25%	8,185,472	13.34%	76.82%	■
Aged 35 to 44	919	14.51%	8,562,889	13.96%	103.98%	■
Aged 45 to 54	958	15.13%	8,485,313	13.83%	109.38%	■
Aged 55 to 64	793	12.52%	7,225,032	11.78%	106.34%	■
Aged 65 to 75	620	9.79%	5,331,903	8.69%	112.66%	■
Aged 75 to 84	352	5.56%	3,416,724	5.57%	99.81%	■
Aged 85+	107	1.69%	1,360,040	2.22%	76.22%	■
Aged under 18	1,672	26.41%	16,513,436	26.92%	98.10%	■
Adults (Aged 18-64)	3,867	61.07%	38,230,606	62.32%	98.00%	■
Total	6,332	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...






Site: **Cock & Magpie, OL12 8BJ : 5km**

Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	8,824	13.36%	7,192,567	11.72%	113.97%	
Aged 10 to 14	4,321	6.54%	3,548,969	5.79%	113.11%	
Aged 15 to 17	2,794	4.23%	2,266,886	3.70%	114.50%	
Aged 18 to 24	5,645	8.55%	5,771,900	9.41%	90.86%	
Aged 25 to 34	8,246	12.49%	8,185,472	13.34%	93.59%	
Aged 35 to 44	9,376	14.20%	8,562,889	13.96%	101.72%	
Aged 45 to 54	9,074	13.74%	8,485,313	13.83%	99.35%	
Aged 55 to 64	8,086	12.24%	7,225,032	11.78%	103.97%	
Aged 65 to 75	5,402	8.18%	5,331,903	8.69%	94.12%	
Aged 75 to 84	3,161	4.79%	3,416,724	5.57%	85.95%	
Aged 85+	1,107	1.68%	1,360,040	2.22%	75.62%	
Aged under 18	18,790	28.45%	16,513,436	26.92%	105.71%	
Adults (Aged 18-64)	40,427	61.22%	38,230,606	62.32%	98.24%	
Total	66,036	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Cock & Magpie, OL12 8BJ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	1,012	55.24%	12,753,342	20.57%	268.53%	
Low	230	12.55%	13,318,108	21.48%	58.44%	
Average	378	20.63%	11,835,833	19.09%	108.07%	
High	190	10.37%	13,679,112	22.07%	47.00%	
Very High	22	1.20%	10,408,216	16.79%	7.15%	
Total	1,832	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Cock & Magpie, OL12 8BJ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	1,806	56.07%	12,753,342	20.57%	272.56%	
Low	414	12.85%	13,318,108	21.48%	59.83%	
Average	549	17.04%	11,835,833	19.09%	89.28%	
High	365	11.33%	13,679,112	22.07%	51.36%	
Very High	87	2.70%	10,408,216	16.79%	16.09%	
Total	3,221	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Cock & Magpie, OL12 8BJ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	3,702	57.59%	12,753,342	20.57%	279.96%	
Low	658	10.24%	13,318,108	21.48%	47.65%	
Average	1,142	17.77%	11,835,833	19.09%	93.06%	
High	786	12.23%	13,679,112	22.07%	55.42%	
Very High	140	2.18%	10,408,216	16.79%	12.97%	
Total	6,428	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Cock & Magpie, OL12 8BJ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	28,368	43.25%	12,753,342	20.57%	210.26%	
Low	15,333	23.38%	13,318,108	21.48%	108.83%	
Average	11,843	18.06%	11,835,833	19.09%	94.58%	
High	7,284	11.11%	13,679,112	22.07%	50.33%	
Very High	2,756	4.20%	10,408,216	16.79%	25.03%	
Total	65,584	100.00%	61,994,611	100.00%	100.00%	